



LASH LARUE

"king of the bullwhip"

A CHARLTON PUBLICATION

No 52

LASH LARUE

WESTERN

10¢



MAKE BIG MONEY

WITH FAST-SELLING WARM

MASON LEATHER JACKETS

**JUST 2 SALES DAILY IN SPARE HOURS
BRING YOU UP TO \$217 EXTRA A MONTH!**

Rush Coupon for FREE Selling Outfit!

I want to put in your hands an exciting business that will bring you a handsome extra income every month! It won't cost you a cent, because I'm going to furnish everything you need to start making money the very first day.

You'll be amazed how quickly orders come! Start with friends, relatives, fellow workers, EVERYBODY wears shoes... and watch men go for handsome new Mason jackets! Actually, just 2 easy orders a day in spare hours will make you up to \$217 extra income a month! Full time men make up to \$1,248 a month on just 10 sales a day!

As our main source your community you will be able to show 174 different styles in dress, sport, work shoes for men and women... plus a complete line of fast-selling jackets. And here's exciting news, we do not sell our Nationally-advertised products in stores. The demand can be met ONLY by YOU! Customers must keep coming to you to buy new shoes and jackets! That "exclusive" should keep your pockets filled with exciting cash profit!

SHOE AND LEATHER JACKET ARE BOTH
LINED WITH WARM SHEEPSKIN!

MAKE DOUBLE PROFITS WITH SPECIAL 2-IN-1 COMBINATION SALES!

Here's the biggest money-maker we have ever featured! It will be available to people in your community only if they buy from YOU! The non-sweat Horsehide leather jacket is lined with genuine Sheepskin. There's a fur collar, too! The matching work shoe is also warmly lined with fleece and has built-in Velvex-Air Cushion innersoles... oil-resistant Neoprene outsoles, and leather storm welt. You get DOUBLE profits on each combination you sell! Just show this to truck drivers, milkmen, postmen, cab drivers, gas station, garage, construction and railroad men... anyone who works outdoors, and watch them fill your pockets with cash!

You also feature jackets made of Pony Horsehide leather, fine Capeskin leather, luxurious Suede leather, Nylon, Gabardine, 100% Wool... men's raincoats, too! And these EXTRA features bring quick orders:

- Warm, cozy linings of wool, fleece, Alut quilted and Rayon linings!
- Leather Lamb waterproof, non-matting fur collar!
- Knitted Wristlets!
- Especially treated leathers that resist scuffing and peeling!
- Zipper Fronts!
- Extra-Large pockets!
- Large variety of colors!

SPECIAL FEATURES MAKE MONEY FOR YOU THE FIRST DAY!

More and more people are switching to the Mason way of buying shoes! Here's why: (1) You feature far more styles than the ordinary store. (2) You feature an amazing range of sizes (2 1/2-18) and widths (AAAA-EEEE). (3) You draw on our huge stock of over 100,000 pairs. Thus you're never "out of a style, size or width." You don't have to substitute, and you save customers hours of shopping! (4) You feature exclusive Velvex-Air Cushion innersoles. These foam-soil cushions are a blessing for people who work long hours on their feet... just like "walking on air"!

Now, I want you to start making real money in this exciting business right away. So rush that coupon TODAY. By return mail you'll get everything you need to start making cash profits the very first day!

SEND FOR FREE OUTFIT!

Mr. Ned Mason, Dept. MA-41
Mason Shoe Mfg. Co.
Chippewa Falls, Wisconsin

I want to start this exciting Mason Shoe & Jacket business right away! Please rush everything I need to start making big cash profits from the very first day! Also send full details of how I can get special Golden Anniversary PRIZES!

Name _____ Age _____

Address _____

Town _____ State _____

\$20,000 IN FREE PRIZES TO BE GIVEN AWAY THIS YEAR!

To celebrate our Golden Anniversary we are GIVING AWAY \$20,000 worth of exciting prizes to Mason men who do a good job this year! A prize for just about everybody... and EXTRA MONTHLY BONUS CHECKS, too! Full details will be included with your Free Selling Outfit.



COLUMBIA TRU-FIT
DIAMOND RING SETS!



COOKER PUPPIES
CASES OF IDEAL
DOG FOOD!



30155-QUARTS
COOK
RETTOR
7 WAYS!



HAPPINESS TOUR FOR
2 THROUGH FLORIDA!



TAPPAN
HOLIDAY
RANGES!

PLUS RICHARD AUTOMATIC GOLD WATCHES, PFAFF SEWING MACHINE, COMPLETE FLAVOR SEAL COOKWARE SET, SET OF ENCYCLOPEDIA BRITANNICA, SENSATION POWER MOWER, KINGSTON VACUUM CLEANER, LONDON STAPLERS SUIT, HYPEREADY FLASHLIGHT SETS, UNIVERSAL PEN-PENCIL SETS WITH "ONE IN TWO" BALL PENS, INNER SANCTUM BILLOD SETS, 6-MONTH SUPPLIES OF V.O.'S, AND MANY MORE FREE PRIZES!

MASON SHOE MFG. CO.
Chippewa Falls, Wisconsin Dept. MA-41

LASSIE, L.A. RUC WESTERN

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LASH La RUE WESTERN

The following interesting suggestions are easily identified on their covers by the words & CHARLTON PUBLICATIONS

ATOMIC WARRIOR • COWBOY WESTERN HEROES • CRIME AND JUSTICE • FUNNY ANIMALS • I'll Dig the very best • HAUNTED • HOT RODS AND RACING CARS • ZOO FUNNIES • LASH LARUE WESTERN • DODGY DAVE WESTERN • BUCKET SQUAD • SIX GUN HEROES • TO-AMATIC DODGY • SCIENCE-FICTION SPACE ADVENTURES • STRANGE SUPERNATURAL STORIES • SMITHHEARTS • THE LITTLE WESTERN • THE WAR SECRETS • TV TRINGS • THE THING • MY LITTLE NARBLE

Every effort is made to assure that these comic magazines contain the highest quality of wholesome entertainment



LASH La RUE WESTERN



LASH La RUE WESTERN

YOU MADE TOO MUCH NOISE
OPENING MY SAFE! I CAN
TELL YOU'VE NEVER DONE
THIS BEFORE! MAYBE A
YOUNGSTER LIKE YOU
SHOULD GET A BREAK...

NEVER MIND THAT!
I AIN'T INTERESTED
IN GOIN' STRAIGHT!
I DONT INTEND TO
WORK ALL OF MY
LIFE FOR A FEW
LOUSY BUCKS!



I KNEW A YOUNG FELLER
ONCE THOUGHT THE WAY
YOU DO... IT WAS RIGHT
HERE IN ROARING
RIVER ...



THIS
OTHER
KID
HAD
DECIDED
THAT
WORKING
WASNT
FOR
HIM...

THE WIDDER SMITH
IS ALONE ... THIS
SHOULD BE
EASY...



HAND OVER YOUR
VALUABLES AND
DONT MAKE A
SOUND!

ALL RIGHT!
DONT SHOOT!



THERE... MY
LIFE
SAVINGS!



NOT BAD... FOR
MY FIRST JOB...



(ANY GROUP)

194 East 33 Street, New York 16, N. Y.

[illegible]

CTV

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LASH La RUE WESTERN

... BUT AS THE KID RODE AWAY WITH THE WIDDER'S MONEY AND JEWELRY, SHE LET OUT A YELL...



... THAT BROUGHT THE COWPOKES ON THE RUN!

WHAT'S THE TROUBLE, WIDDER SMITH?

SOME CITTER JUST ROBBED ME AND RODE AWAY... THAT WAY!



THERE'S ONLY ONE THING TO DO TO A HOMEBEE LOW ENOUGH TO ROB A WOMAN...

HOLD ON, PETE! YOU GOT NO RIGHT TAKING THE LAW IN YOUR HANDS! LET'S CALL THE MARSHAL!



DON'T RECKON WE'LL NEED A MARSHAL FOR THIS BIRD! COME ON, BOYS...

YOU'RE RIGHT, PETE! LET'S GO!



I'M GOING AFTER MARSHAL LARUE! THEY'LL STRING THAT YARMINT UP FOR SURE IF THEY CATCH HIM!

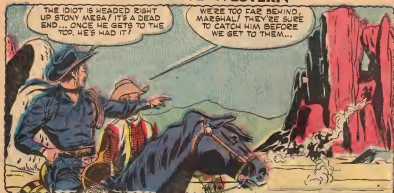


A LITTLE LATER...

YOU DID RIGHT IN COMING FOR ME, SAM! IF THEY STRING HIM UP, IT WILL PUT THEM ALL OUTSIDE THE LAW!



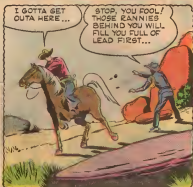
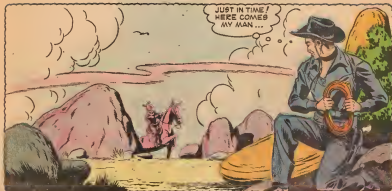
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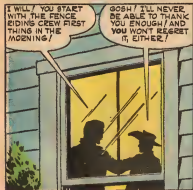
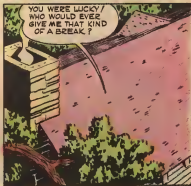
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SCARLET

BIG Jed Winters, the stage driver, felt his head. It was pounding fiercely and he felt as though his blood was being pumped through his veins by a dynamo. His mouth felt glued shut and his tongue seemed to be trying to burn its way through the roof of his mouth. He turned his head as he became aware of a scuffling noise nearby and managed to open his eyes, only to see a mass of dark shadows dancing about the room, the tempo controlled by the rise and fall of the flickering of a lone candle.

"I don't know where I am," he murmured to himself. "But I have a pretty good idea that the five thousand dollar payroll I was carrying is the reason for my being here." The monthly payroll deliveries to the Gibson Ranch were part of Winters' regular routine, since he began working at the Twisted Valley Bank seven months ago.

His fate was being decided by three men whose features were distorted in the dim light. "I'm for doing it with a knife so there's no chance of anyone hearing a shot," one of them said. This sent a chill through Jed Winters' spine, and he froze. In a matter of minutes, he'd be a dead man. His mind raced and stumbled, screaming for an answer, a way out! He'd been in tight spots before, he thought, but he always had a chance, a way of protecting himself. But this was different; he was in a dark room tied up! "Yep, Jed Winters, you're like a rat in a dark corner with no way of striking back," he thought.

A pair of hands rolled him over, and he caught a glimpse of the face. He didn't recognize it. Then someone spoke, not the same voice he had heard before, but a higher pitched

JUSTICE



one. "Listen, you fellows. You said we'd just take the money, that he wouldn't get too badly hurt," his voice trembled and he sounded scared. Jed searched wildly to try and identify this voice that spelled his only chance of survival. The outlaw nearest him whirled about and answered his plea.

"You shut your mouth, you little yellow-livered weasel, or you'll never open it again!" Jed knew who it was now! The nervous stutter, the meek tones! Of course! It was Willie Johnson, the quiet little teller at the bank who never spoke or bothered with anyone. Now he got it. "He must have fallen in with these guys and told them about the payroll I carried every month," Jed thought. "He planned to bushwack me with these hombres and split the take."

He had no time to figure the angles. He had to work fast. "Willie," Jed cried. The outlaws turned and stared. Willie backed away. He was frightened and taken by surprise. "Don't be a fool, Willie, you'll never get away with this. You'll hang, as sure as shooting, you'll hang." He realized the only way possible for him to survive was to cause mistrust among the three. He had to think fast and talk faster.

"Do you honestly think these two owlhoots are going to share the loot with you? Don't be an idiot! They'll finish me off and take care of you!" He could see this hit home, right where it counted. Jed felt a slap across the back of his neck, a warning to shut up.

His confederate started for Willie who was backing away. Suddenly, Willie whipped out a gun and ordered the outlaws to stand still and raise their hands. It had worked! But he was far from safe. This weak-minded little

guy was no match against these two ruthless characters, even with a gun. "Untie him," Willie said in a faltering voice. The bandit who had rapped Jed a moment before, started towards him slowly, speaking in soft persuasive tones. Willie started backwards. He was panic-stricken. Jed heard a shot. The bullet winged past the approaching attacker and crashed through a window opposite. The bully stopped dead in his tracks. The gun had gone off by accident. Jed knew it and so did Willie. Fortunately the outlaws didn't. Willie took advantage of his momentary command. This time neither of them argued when he motioned for them to untie Jed.

Willie started forward, then stopped about midway between the table and Jed. He started speaking, slowly at first, his statements growing louder and more confused as his story grew more involved. It seems that Twisted Valley's own quiet little bank teller, was ensnared in debt—due to his habitual visits to the Gold Casino's gambling room. Willie apparently was not very satisfied with the luxuries afforded him by his bank teller's salary, but he was a slight fellow, not capable of heavy manual labor. He was foolish enough to believe that he could beat the tables at the Gold Casino, and when he began losing more money in a single night than he made in a month at the bank, he started embezzling funds. He took as much money as was possible without being discovered. But his losses became greater, and he owed a good sum of money to the gamblers before long. "I begged for time to repay the money, but they insisted that they be paid immediately or they'd expose me at the bank. I was frantic. This was the only way. But no killings. Do you hear me, no killing!"

Jed had listened closely to the pathetic

story, and for a split second, he, too, was unaware of the danger that lurked. The outlaw closest to Willie had lunged across the room, knocking over the table and sending Willie-sprawling! By pure instinct, or maybe by accident again, Willie fired. The bullet found its mark. The bandit paused, then stumbled towards Willie again. He brought his fist down once, enough to kayo Willie. Then he rose to his feet, hesitated and dropped face down. His partner headed for the door and fled into the night.

"Lucky thing my bonds are loose enough for me to shake them off," Jed mumbled to himself. Then jumping to his feet, he took after the outlaw. The fleeing desperado was heading for his horse about fifty yards away. Jed overtook him as he started to mount the horse. They hit the ground together. Landing blow after blow, he did not stop until his opponent's body lay limp. He paused for a second and turned quickly, startled by a brilliant reflection coming over his shoulder.

THE shack was a mass of flames. He raced towards it, but there was nothing he could do. When the table had been overturned, the candle must have caught on to some loose hay! The old dried-up shack went up like kindling-wood. He called to Willie, hoping that he might have escaped the flames. But there was no answer, Willie, the outlaw, and the payroll were hopelessly lost in the blaze.

Jed walked back slowly to where the remaining bandit lay. He lifted him onto his horse and started back towards town. Before turning down the road to Twisted Valley, he turned and saw the fire's red glow still rising, meeting the oncoming crimson of the western sunrise.

THE END

THE FAMOUS JUELENE SYSTEM GUARANTEE

LOVELIER HAIR IN 7 DAYS OR YOUR MONEY BACK



Fine special daily Juelene System care helps PREVENT, DANDRUFFY SCALP, DRY, BRITTLE, ITCHY SCALP, BURN'T HAIR.

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DON'T WAIT UNTIL IT'S TOO LATE

While there is something new under the sun almost every day. Beauticians, Expert Hairdressers and Dermatologists are all familiar with the use of LANOLIN. In recent years, it has been believed that CHOLESTEROL is the active ingredient of LANOLIN. CHOLESTEROL is an ingredient found in all vegetables, in all animals, and in our own bodies. It is now possible for chemists to produce a synthetic CHOLESTEROL, which makes it possible to use CHOLESTEROL in this Special Hair and Scalp System. Your hair grows from the follicles located in the tissues of your scalp. The condition of your hair depends upon the normal health of your scalp. The LANOLIN Cream Shampoo which you receive with this treatment is to be used as a Shampoo to cleanse the hair and scalp of dirt, dried perspiration, grime, etc.

YOU GET EVERYTHING, THE JAR OF JUELENE SYSTEM HAIR AND HAIR LUBRICANTS, THE LANOLIN CREAM SHAMPOO, THE 26-12 FORMULA containing CHOLESTEROL, PLUS THE SPECIAL LANOLIN COMPOUND, ALL A REAL BARGAIN AT \$4.50 BUT AS YOU PAY IS ONLY \$2.98, plus postage. FOR EVERYTHING. FOLLOW THE JUELENE SYSTEM DIRECTIONS you receive with your package. OF THESE 4 FORMULAS, AND YOU WILL BUSS THE DAY YOU BEGAN AND TRIED THIS PROPER WAY.

SEND NO MONEY MAIL YOUR COUPON NOW
EVERY CENT BACK IF NOT THE BEST YOU EVER USED.

YOU GET FULL DIRECTIONS ON HOW TO USE EVERYTHING, PLUS A REGULAR \$2. LESSON ON HOW TO PIN CURL OVERNITE, WAVE AND STYLE YOUR HAIR BY JUEL'S HAIR STYLIST.

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\$125
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JUEL COMPANY, Dept. A-533

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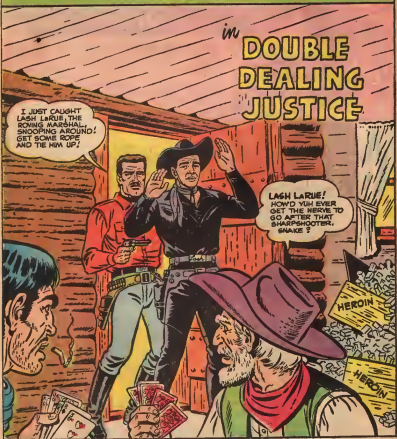
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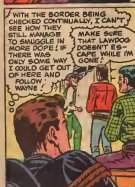
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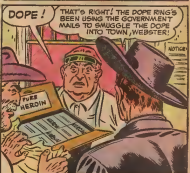
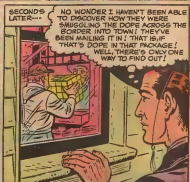
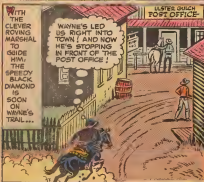
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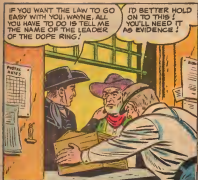
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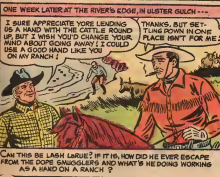
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WE'LL LET THEM DO ALL THE FIRING UNTIL THE POSSE GETS HERE (THEN WHILE THE POSSE ATTACKS THEM FROM HERE, I CAN SNEAK AROUND TO THE BACK AND CATCH THEM OFF GUARD!



LASH La RUE WESTERN



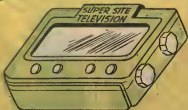
HEY KIDS!!

SEND FOR THE NEW

Howdy Doody

COLOR TELEVISION SET
COMPLETE WITH 8 ROLLS
OF COLOR FILM

only
\$1



CLARABELL



FLUB-A-DUB



MR. BLUSTER



DILLY DALLY

Now you can have hours of fun seeing and showing your own favorite Howdy Doody program to your friends and family. Each roll of film is different — here are the titles:

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2. Howdy Doody at the Circus
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4. Howdy Doody Goes to Alaska
5. Howdy Doody Goes Hunting for Rabbits
6. Howdy Doody in the Side Show
7. Howdy Doody Goes to Mars
8. Howdy Doody Visits Indian Friends

MAIL TODAY →

In all, the 8 rolls of 4 color film make up 104 different pictures of Howdy Doody and his friends! Don't wait! Mail the coupon immediately with only \$1. Your set will be sent postpaid. No C.O.D.'s. For Canadian and foreign orders — send \$1.50 money order. Satisfaction guaranteed or return set for full refund.

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1472 Broadway • New York 36, N.Y.

Please:

Write my dealer. Send me the HOWDY DOODY Color Television set with 8 rolls of film. If not completely satisfied, I may return same for full refund.

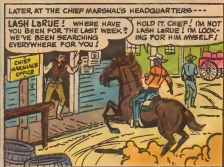
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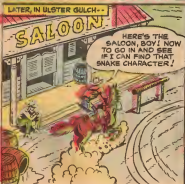
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Canadian & Foreign orders, \$1.50 with coupon.

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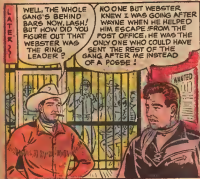
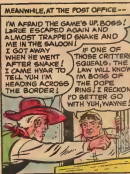
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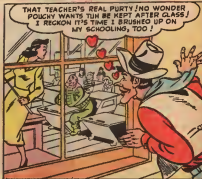


LASH La RUE WESTERN



LASH LaRUE WESTERN





BUT AFTER SCHOOL...

EXCUSE ME, MAM, BUT I STAYED BEHIND TUN ASK YUH TUN GO TUN THE SQUARE DANCE TONIGHT WITH ME!

HOLD ON, POUCHY! IF SHE'S GOING TUN A SQUARE DANCE, IT WON'T BE WITH A SQUAREHEAD LIKE YUH!



SHE'LL GO WITH ME! GET THE POINT?

OOOF!

I DON'T KNOW WHOM I'LL GO WITH YET! IF YOU'LL DROP AROUND TO MY HOUSE AFTER DINNER, I'LL LET YOU KNOW MY CHOICE!



SHORTLY AFTER...

IF I WANT TUN MAKE A BETTER IMPRESSION THAN POUCHY ON THE SCHOOLMARM, I RECKON I SHOULD GET A NEW SUIT!

(GROAN) POUCHY'S JUST BOUGHT A NEW OUTFIT, TOO! NOW I'LL HAVE TUN THINK OF SOMETHING ELSE TUN DO AFTER I BUY MUH DUDS!

I'VE GOT IT! I'LL BUY SOME ITCHING POWDER AND SPREAD IT ALL OVER POUCHY'S NEW SUIT BEFORE HE GETS A CHANCE TUN PUT IT ON! WHEN HE STARTS SCRATCHING HIMSELF IN FRONT OF THE TEACHER, SHE'LL SURELY GO TUN THE DANCE WITH ME!



LATER...

IT'S A LUCKY THING POUCHY'S NOT AROUND OR I'D NEVER HAVE BEEN ABLE TUN SPRINKLE THIS ITCHING POWDER OVER HIS CLOTHES SO EASILY!



BUT AT THE SAME TIME.....

I RECKON THIS IDEA OF SPRINKLING ITCHING POWDER ALL OVER SLIM PICKENS' NEW SUIT IS POWERFUL BRIGHT! WHEN HE STARTS SCRATCHING HIMSELF IN FRONT OF THE SCHOOL MARM, SHE'LL GO OUT WITH ME!



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An Amazing Invention—"Magic Art Reproducer"

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Amazing New Invention—
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Complete for only

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—With extra
high power,
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extra "magic"
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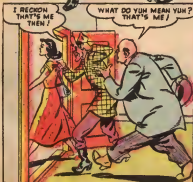
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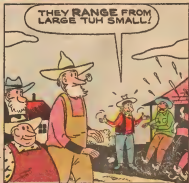
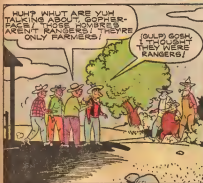
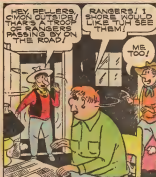


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